

**Dienger, Whitney**

#0 8936 Cupp?

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**From:** Jacobs, Sarah  
**Sent:** Thursday, November 01, 2012 2:38 PM  
**To:** Dienger, Whitney  
**Subject:** FW: URGENT MKGD WKRC

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**From:** Bob Clegg [mailto:bobclegg@ameritech.net]  
**Sent:** Thursday, November 01, 2012 2:38 PM  
**To:** Jacobs, Sarah  
**Subject:** RE: URGENT MKGD WKRC

That's good, thanks.

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**From:** Jacobs, Sarah [mailto:SJacobs@local12.com]  
**Sent:** Thursday, November 01, 2012 2:36 PM  
**To:** Bob Clegg  
**Subject:** URGENT MKGD WKRC  
**Importance:** High

Bob Cupp - missed 1x :15 in 4pm news coverage yesterday due to breaking news.  
Mkgd tomorrow 11/2, 4-5pm STP, NCIR. locked 430-5p since that

Please confirm  
Thanks  
SAJ

**Sarah Jacobs**  
Local Sales Manager  
WKRC CBS 12/Local 12.2 The CW Cincinnati  
513/763-5672

11/1/2012



Order / Rev: 68936

Advertiser: Robert Cupp for Ohio Supreme Court

Alt Order #: 10/30/12 - 11/06/12

Product Desc: Cupp

Local 12 WKRC-TV

Flight Dates: 10/30/12 - 11/06/12

Estimate: Cupp

| Ln   | Ch   | Start                                     | End             | Inventory Code                                       | Break                    | Start/End Time                       | Days            | Len             | Spots       | Rate        | Pri        | Rtg        | Type        | Spots | Amount      |
|------|------|-------------------------------------------|-----------------|------------------------------------------------------|--------------------------|--------------------------------------|-----------------|-----------------|-------------|-------------|------------|------------|-------------|-------|-------------|
| N 3  | WKRC | 10/30/12                                  | 11/06/12        | 6a Good Morn Cincinnati<br>6a Good Morn Cincinnati   | CM                       | 6a-7a                                | 2222----        | :15             | 8           | \$780.00    | P-1        | 0.00       | NM          | 10    | \$7,800.00  |
|      |      | <u>Start Date</u>                         | <u>End Date</u> | <u>Weekdays</u>                                      | <u>Spots/Week</u>        | <u>Rate</u>                          | <u>Rating</u>   |                 |             |             |            |            |             |       |             |
|      |      | Week: 10/29/12                            | 11/04/12        | -222----                                             | 6                        | \$780.00                             | 0.00            |                 |             |             |            |            |             |       |             |
|      |      | Week: 11/05/12                            | 11/11/12        | 22-----                                              | 4                        | \$780.00                             | 0.00            |                 |             |             |            |            |             |       |             |
| N 4  | WKRC | 10/30/12                                  | 11/05/12        | M-F 9a-10a<br>M-F 9a-10a                             | CM                       | 9a-10a                               | 11111--         | :15             | 5           | \$98.00     | P-3        | 0.00       | NM          | 5     | \$490.00    |
|      |      | <u>Start Date</u>                         | <u>End Date</u> | <u>Weekdays</u>                                      | <u>Spots/Week</u>        | <u>Rate</u>                          | <u>Rating</u>   |                 |             |             |            |            |             |       |             |
|      |      | Week: 10/29/12                            | 11/04/12        | -1111--                                              | 4                        | \$98.00                              | 0.00            |                 |             |             |            |            |             |       |             |
|      |      | Week: 11/05/12                            | 11/11/12        | 1-----                                               | 1                        | \$98.00                              | 0.00            |                 |             |             |            |            |             |       |             |
| N 5  | WKRC | 10/30/12                                  | 11/05/12        | M-F 10a-11a<br>M-F 10a-11a                           | CM                       | 10a-11a                              | 11111--         | :15             | 5           | \$98.00     | P-3        | 0.00       | NM          | 5     | \$490.00    |
|      |      | <u>Start Date</u>                         | <u>End Date</u> | <u>Weekdays</u>                                      | <u>Spots/Week</u>        | <u>Rate</u>                          | <u>Rating</u>   |                 |             |             |            |            |             |       |             |
|      |      | Week: 10/29/12                            | 11/04/12        | -1111--                                              | 4                        | \$98.00                              | 0.00            |                 |             |             |            |            |             |       |             |
|      |      | <u>Spot</u>                               | <u>Ch</u>       | <u>Date Range</u>                                    | <u>Description</u>       | <u>Start/End Time</u>                | <u>Weekdays</u> | <u>Length</u>   |             | <u>Rate</u> |            | <u>Rtg</u> | <u>Type</u> |       |             |
|      |      | 1                                         | WKRC            | 10/29/12-11/04/12                                    | M-F 10a-11a              | 10a-11a                              | -TWThF----      | :15             |             | (\$98.00)   |            | 0.00       | NM          |       |             |
|      |      | See MG 5.6<br>[News Special Report]       |                 |                                                      |                          |                                      |                 |                 |             |             |            |            |             |       |             |
|      |      | 6                                         | WKRC            | 11/02/12-11/02/12                                    | M-F 10a-11a              | 10a-11a                              | -----F----      | :15             |             | \$98.00     |            | 0.00       | NM          |       |             |
|      |      |                                           |                 | MG for 5.1 10/30<br>[Approved by Buyer]              |                          |                                      |                 |                 |             |             |            |            |             |       |             |
|      |      | Week: 11/05/12                            | 11/11/12        | 1-----                                               | 1                        | \$98.00                              | 0.00            |                 |             |             |            |            |             |       |             |
| N 6  | WKRC | 10/30/12                                  | 11/05/12        | Local 12 News at Noon<br>Local 12 News at Noon       | CM                       | 12p-1230p                            | 22222--         | :15             | 10          | \$472.00    | P-2        | 0.00       | NM          | 10    | \$4,720.00  |
|      |      | <u>Start Date</u>                         | <u>End Date</u> | <u>Weekdays</u>                                      | <u>Spots/Week</u>        | <u>Rate</u>                          | <u>Rating</u>   |                 |             |             |            |            |             |       |             |
|      |      | Week: 10/29/12                            | 11/04/12        | -2222--                                              | 8                        | \$472.00                             | 0.00            |                 |             |             |            |            |             |       |             |
|      |      | Week: 11/05/12                            | 11/11/12        | 2-----                                               | 2                        | \$472.00                             | 0.00            |                 |             |             |            |            |             |       |             |
| N 7  | WKRC | 10/30/12                                  | 11/05/12        | Soap Rotator<br>Soap Rotator                         | CM                       | 1230p-2p                             | 11111--         | :15             | 5           | \$423.00    | P-3        | 0.00       | NM          | 5     | \$2,115.00  |
|      |      | <u>Start Date</u>                         | <u>End Date</u> | <u>Weekdays</u>                                      | <u>Spots/Week</u>        | <u>Rate</u>                          | <u>Rating</u>   |                 |             |             |            |            |             |       |             |
|      |      | Week: 10/29/12                            | 11/04/12        | -1111--                                              | 4                        | \$423.00                             | 0.00            |                 |             |             |            |            |             |       |             |
|      |      | Week: 11/05/12                            | 11/11/12        | 1-----                                               | 1                        | \$423.00                             | 0.00            |                 |             |             |            |            |             |       |             |
| N 8  | WKRC | 10/30/12                                  | 11/05/12        | The Talk<br>The Talk                                 | CM                       | 2p-3p                                | 11111--         | :15             | 5           | \$179.00    | P-3        | 0.00       | NM          | 5     | \$895.00    |
|      |      | <u>Start Date</u>                         | <u>End Date</u> | <u>Weekdays</u>                                      | <u>Spots/Week</u>        | <u>Rate</u>                          | <u>Rating</u>   |                 |             |             |            |            |             |       |             |
|      |      | Week: 10/29/12                            | 11/04/12        | -1111--                                              | 4                        | \$179.00                             | 0.00            |                 |             |             |            |            |             |       |             |
|      |      | Week: 11/05/12                            | 11/11/12        | 1-----                                               | 1                        | \$179.00                             | 0.00            |                 |             |             |            |            |             |       |             |
| N 9  | WKRC | 10/30/12                                  | 11/05/12        | 4p Local 12 News at Four<br>4p Local 12 News at Four | CM                       | 4:00 PM-4:30 PM<br>(4:00 PM-4:30 PM) | 22222--         | :15             | 10          | \$423.00    | P-2        | 0.00       | NM          | 10    | \$4,230.00  |
|      |      | <u>Start Date</u>                         | <u>End Date</u> | <u>Weekdays</u>                                      | <u>Spots/Week</u>        | <u>Rate</u>                          | <u>Rating</u>   |                 |             |             |            |            |             |       |             |
|      |      | Week: 10/29/12                            | 11/04/12        | -2222--                                              | 8                        | \$423.00                             | 0.00            |                 |             |             |            |            |             |       |             |
|      |      | Week: 11/05/12                            | 11/11/12        | 2-----                                               | 2                        | \$423.00                             | 0.00            |                 |             |             |            |            |             |       |             |
| N 10 | WKRC | 10/30/12                                  | 11/05/12        | 4p Local 12 News at Four<br>4p Local 12 News at Four | CM                       | 4:30 PM-5:00 PM<br>(4:30 PM-5:00 PM) | 22222--         | :15             | 10          | \$423.00    | P-2        | 0.00       | NM          | 10    | \$4,230.00  |
|      |      | <u>Start Date</u>                         | <u>End Date</u> | <u>Weekdays</u>                                      | <u>Spots/Week</u>        | <u>Rate</u>                          | <u>Rating</u>   |                 |             |             |            |            |             |       |             |
|      |      | Week: 10/29/12                            | 11/04/12        | -2222--                                              | 8                        | \$423.00                             | 0.00            |                 |             |             |            |            |             |       |             |
|      |      | <u>Spot</u>                               | <u>Ch</u>       | <u>Date Range</u>                                    | <u>Description</u>       | <u>Start/End Time</u>                | <u>Weekdays</u> | <u>Length</u>   |             | <u>Rate</u> |            | <u>Rtg</u> | <u>Type</u> |       |             |
|      |      | 3                                         | WKRC            | 10/29/12-11/04/12                                    | 4p Local 12 News at Four | 4:30 PM-5:00 PM                      | 4:30 PM-5:00 PM | 4:30 PM-5:00 PM | P-TwThF---- | :15         | (\$423.00) | 0.00       | NM          |       |             |
|      |      | See MG 10.11<br>[Preempted by News Dept.] |                 |                                                      |                          |                                      |                 |                 |             |             |            |            |             |       |             |
|      |      | 11                                        | WKRC            | 11/02/12-11/02/12                                    | 4p Local 12 News at Four | 4:30 PM-5:00 PM                      | 4:30 PM-5:00 PM | 4:30 PM-5:00 PM | P-----F---- | :15         | \$423.00   | 0.00       | NM          |       |             |
|      |      |                                           |                 | MG for 10.3 10/31<br>[Approved by Buyer]             |                          |                                      |                 |                 |             |             |            |            |             |       |             |
|      |      | Week: 11/05/12                            | 11/11/12        | 2-----                                               | 2                        | \$423.00                             | 0.00            |                 |             |             |            |            |             |       |             |
| N 11 | WKRC | 10/30/12                                  | 11/05/12        | 11p M-Su Local 12 News<br>11p M-Su Local 12 News     | CM                       | 11p-1135p                            | 222--22         | :15             | 10          | \$3,250.00  | P-1        | 0.00       | NM          | 10    | \$32,500.00 |
|      |      | <u>Start Date</u>                         | <u>End Date</u> | <u>Weekdays</u>                                      | <u>Spots/Week</u>        | <u>Rate</u>                          | <u>Rating</u>   |                 |             |             |            |            |             |       |             |
|      |      | Week: 10/29/12                            | 11/04/12        | -22--22                                              | 8                        | \$3,250.00                           | 0.00            |                 |             |             |            |            |             |       |             |
|      |      | Week: 11/05/12                            | 11/11/12        | 2-----                                               | 2                        | \$3,250.00                           | 0.00            |                 |             |             |            |            |             |       |             |
| N 12 | WKRC | 11/03/12                                  | 11/03/12        | 6a-8a Local 12 News Sat                              | CM                       | 6:00 AM-7:00 AM                      | -----4-         | :15             | 4           | \$163.00    | P-2        | 0.00       | NM          | 4     | \$652.00    |

Order / Rev: 68936

Advertiser: Robert Cupp for Ohio Supreme Court

Alt Order #:

Product Desc: Cupp

Local 12 WKRC-TV

Flight Dates: 10/30/12 - 11/06/12

Estimate: Cupp

| Ln             | Ch   | Start             | End             | Inventory Code          | Break             | Start/End Time  | Days          | Len | Spots | Rate     | Pri | Rtg  | Type   | Spots | Amount      |
|----------------|------|-------------------|-----------------|-------------------------|-------------------|-----------------|---------------|-----|-------|----------|-----|------|--------|-------|-------------|
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         | <u>Weeks/Week</u> | <u>Rate</u>     | <u>Rating</u> |     |       |          |     |      |        |       |             |
| Week: 10/29/12 |      | 11/04/12          | 11/04/12        | -----4-                 | 4                 | \$163.00        | 0.00          |     |       |          |     |      |        |       |             |
| N 13           | WKRC | 11/03/12          | 11/03/12        | 6a-8a Local 12 News Sat | CM                | 7:00 AM-8:00 AM | -----4-       | :15 | 4     | \$163.00 | P-2 | 0.00 | NM     | 4     | \$652.00    |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         | <u>Weeks/Week</u> | <u>Rate</u>     | <u>Rating</u> |     |       |          |     |      |        |       |             |
| Week: 10/29/12 |      | 11/04/12          | 11/04/12        | -----4-                 | 4                 | \$163.00        | 0.00          |     |       |          |     |      |        |       |             |
| N 14           | WKRC | 11/04/12          | 11/04/12        | CBS Sun Morn News       | CM                | 9a-1030a        | -----4        | :15 | 4     | \$585.00 | P-2 | 0.00 | NM     | 4     | \$2,340.00  |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         | <u>Weeks/Week</u> | <u>Rate</u>     | <u>Rating</u> |     |       |          |     |      |        |       |             |
| Week: 10/29/12 |      | 11/04/12          | 11/04/12        | -----4                  | 4                 | \$585.00        | 0.00          |     |       |          |     |      |        |       |             |
| N 15           | WKRC | 11/03/12          | 11/03/12        | Big East Football       | CM                | 12p-330p        | -----2-       | :15 | 2     | \$780.00 | P-3 | 0.00 | NM     | 2     | \$1,560.00  |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         | <u>Weeks/Week</u> | <u>Rate</u>     | <u>Rating</u> |     |       |          |     |      |        |       |             |
| Week: 10/29/12 |      | 11/04/12          | 11/04/12        | -----2-                 | 2                 | \$780.00        | 0.00          |     |       |          |     |      |        |       |             |
| N 16           | WKRC | 11/04/12          | 11/04/12        | Bengals Weekly          | CM                | 1130a-12p       | -----1        | :15 | 1     | \$358.00 | P-3 | 0.00 | NM     | 1     | \$358.00    |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         | <u>Weeks/Week</u> | <u>Rate</u>     | <u>Rating</u> |     |       |          |     |      |        |       |             |
| Week: 10/29/12 |      | 11/04/12          | 11/04/12        | -----1                  | 1                 | \$358.00        | 0.00          |     |       |          |     |      |        |       |             |
|                |      |                   |                 |                         |                   |                 |               |     |       |          |     |      | Totals | 97    | \$64,988.00 |